

1 of 7

Rep Firm) PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-566-6540
Salesperson FAX# 215-566-1845

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$450.00	10/30-11/02	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$450.00	11/05-11/06	2	1	2	\$900.00	
		Buyline Comment: NEWS										
	3	M	430A-459A	NEWS	:30	\$200.00	11/05-11/05	1	1	1	\$200.00	
		Buyline Comment: NEWS										
	4	TU-TH,SU	430A-459A	NEWS	:30	\$200.00	10/30-11/04	4	1	4	\$800.00	
		Buyline Comment: NEWS										
	5	TU-F	6A-7A	NEWS	:30	\$700.00	10/30-11/02	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	6	M-TU	6A-7A	NEWS	:30	\$700.00	11/05-11/06	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	7	M-TU	7A-9A	TODAY	:30	\$900.00	11/05-11/06	2	1	2	\$1,800.00	
		Buyline Comment: TODAY										
	8	TU-F	7A-9A	TODAY	:30	\$900.00	10/30-11/02	4	1	4	\$3,600.00	
		Buyline Comment: TODAY										
	9	SA	6A-7A	NEWS	:30	\$375.00	11/03-11/03	1	1	1	\$375.00	
		Buyline Comment: NEWS										
	10	SA	7A-9A	TODAY	:30	\$625.00	11/03-11/03	2	1	2	\$1,250.00	
		Buyline Comment: SAT TODAY										

Station KSNV-TV LAS VEGAS, NV. Agency () GREAT AMERICAN MEDIA Rep Firm () PHILADELPHIA
 Advertiser () DSCC IE 1010 WISCONSIN AVE NW, S#800 Sales Office () AMY MCCREARY
 Product DSCC IE WASHINGTON, DC 20007 Salesperson ()
 Estimate# 1407 Agency C/P1/P2/E 49/53/1407 Salesperson Phone# 215-568-6540
 Buyer MAURA GILROY Flight Dates 10/30/2012 - 11/06/2012 Salesperson FAX# 215-568-1845
 Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	6A-7A	NEWS	:30	\$375.00	11/04-11/04	1	1	1	\$375.00	
				Buyline Comment: NEWS								
	12	SU	7A-8A	TODAY	:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
				Buyline Comment: SUN TODAY								
	13	SU	8A-9A	MTP	:30	\$3,000.00	11/04-11/04	1	1	1	\$3,000.00	
				Buyline Comment: MTP								
	14	SU	9A-930A	NEWS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
				Buyline Comment: NEWS								
	15	SU	930P-1A	CM	:30	\$600.00	11/04-11/04	1	1	1	\$600.00	
				Buyline Comment: CM								
	16	M-TU	9A-10A	TODAY II	:30	\$425.00	11/05-11/06	2	1	2	\$850.00	
				Buyline Comment: TODAY II								
	17	TU-F	9A-10A	TODAY II	:30	\$425.00	10/30-11/02	4	1	4	\$1,700.00	
				Buyline Comment: TODAY II								
	18	TU-F	10A-11A	TODAY III	:30	\$325.00	10/30-11/02	4	1	4	\$1,300.00	
				Buyline Comment: TODAY III								
	19	M-TU	10A-11A	TODAY III	:30	\$325.00	11/05-11/06	2	1	2	\$650.00	
				Buyline Comment: TODAY III								
	20	M-TU	11A-12P	RR	:30	\$325.00	11/05-11/06	2	1	2	\$650.00	
				Buyline Comment: RR								
	21	TU-F	11A-12P	RR	:30	\$325.00	10/30-11/02	4	1	4	\$1,300.00	
				Buyline Comment: RR								

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Advertiser	() DSCC IE	1010 WISCONSIN AVE NW, S#800	Sales Office	() AMY MCCREARY	
Product	DSCC IE	WASHINGTON, DC 20007	Salesperson		
Estimate#	1407	Agency C/P1/P2/E	49/53/1407	Salesperson Phone#	215-568-6540
Buyer	MAURA GILROY	Flight Dates	10/30/2012 - 11/06/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	12P-1230P	NEWS	:30	\$425.00	10/30-11/02	4	1	4	\$1,700.00	
				Buyline Comment: NEWS								
	23	M-TU	12P-1230P	NEWS	:30	\$425.00	11/05-11/06	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	24	M-TU	1230P-1P	AGENDA	:30	\$325.00	11/05-11/06	2	1	2	\$650.00	
				Buyline Comment: AGENDA								
	25	TU-F	1230P-1P	AGENDA	:30	\$325.00	10/30-11/02	4	1	4	\$1,300.00	
				Buyline Comment: AGENDA								
	26	TU-F	1P-2P	AGENDA	:30	\$425.00	10/30-11/02	4	1	4	\$1,700.00	
				Buyline Comment: DAYS								
	27	M	1P-2P	AGENDA	:30	\$425.00	11/05-11/05	1	1	1	\$425.00	
				Buyline Comment: DAYS								
	28	M	2P-3P	AGENDA	:30	\$325.00	11/05-11/05	1	1	1	\$325.00	
				Buyline Comment: DAYS								
	29	TU-F	2P-3P	AGENDA	:30	\$325.00	10/30-11/02	4	1	4	\$1,300.00	
				Buyline Comment: DAYS								
	30	TU-F	3P-4P	AGENDA	:30	\$450.00	10/30-11/02	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	31	M	3P-4P	AGENDA	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
				Buyline Comment: PHIL								
	32	M	4P-430P	AGENDA	:30	\$725.00	11/05-11/05	1	1	1	\$725.00	
				Buyline Comment: NEWS								

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 Advertiser () DSCC IE
 Product DSCC IE
 Estimate# 1407
 Buyer MAURA GILROY
 Phone#
 Fax#
 Agency () GREAT AMERICAN MEDIA
 1010 WISCONSIN AVE NW, S#800
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 49/53/1407
 Flight Dates 10/30/2012 - 11/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
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	33	TU-F	4P-430P	NEWS	:30	\$725.00	10/30-11/02	4	1	4	\$2,900.00	
				Buyline Comment: NEWS								
	34	TU-F	430P-5P	NEWS	:30	\$725.00	10/30-11/02	4	1	4	\$2,900.00	
				Buyline Comment: NEWS								
	35	M	430P-5P	NEWS	:30	\$725.00	11/05-11/05	1	1	1	\$725.00	
				Buyline Comment: NEWS								
	36	M	5P-630P	NEWS	:30	\$1,200.00	11/05-11/05	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
	37	TU-F	5P-630P	NEWS	:30	\$1,200.00	10/30-11/02	8	1	8	\$9,600.00	
				Buyline Comment: NEWS								
	38	SA	5P-630P	NEWS	:30	\$675.00	11/03-11/03	2	1	2	\$1,350.00	
				Buyline Comment: NEWS								
	39	M	630P-730P	NEWS	:30	\$1,300.00	11/05-11/05	1	1	1	\$1,300.00	
				Buyline Comment: JEP/WHEEL								
	40	TU-F	630P-730P	NEWS	:30	\$1,300.00	10/30-11/02	4	1	4	\$5,200.00	
				Buyline Comment: JEP/WHEEL								
	41	TU-F	730P-8P	FACE	:30	\$900.00	10/30-11/02	4	1	4	\$3,600.00	
				Buyline Comment: FACE								
	42	M	730P-8P	FACE	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
				Buyline Comment: FACE								
	43	M	8P-10P	THE VOICE	:30	\$4,000.00	11/05-11/05	1	1	1	\$4,000.00	
				Buyline Comment: THE VOICE								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	M	10P-11P	REVO	:30	\$3,200.00	11/05-11/05	1	1	1	\$3,200.00	
		Buyline Comment: REVOLUTION										
	45	F	9P-10P	GR1M	:30	\$2,600.00	11/02-11/02	1	1	1	\$2,600.00	
		Buyline Comment: GR1M										
	46	SA	10P-11P	L60 SVU	:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
		Buyline Comment: L60 SVU										
	47	SU	515P-830P	SNF	:30	\$10,000.00	11/04-11/04	1	1	1	\$10,000.00	
		Buyline Comment: SNF										
	48	SU	830P-930P	NEWS AFT NFL	:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
		Buyline Comment: NEWS AFT NFL										
	49	M	11P-1135P	NEWS	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
		Buyline Comment: NEWS										
	50	TU-F	11P-1135P	NEWS	:30	\$1,200.00	10/30-11/02	4	1	4	\$4,800.00	
		Buyline Comment: NEWS										
	51	SA	11P-1135P	NEWS	:30	\$1,100.00	11/03-11/03	1	1	1	\$1,100.00	
		Buyline Comment: NEWS										
	52	SU	11P-1135P	NEWS	:30	\$1,100.00	11/04-11/04	1	1	1	\$1,100.00	
		Buyline Comment: NEWS										
	53	TU-F	1135P-1235A	TON SHOW	:30	\$500.00	10/30-11/02	4	1	4	\$2,000.00	
		Buyline Comment: TON SHOW										
	54	M	1135P-1235A	TON SHOW	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
		Buyline Comment: TON SHOW										

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	55	M	1235A-135A	FALLON	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	Buyline Comment: FALLON											
	56	TU-F	1235A-135A	FALLON	:30	\$250.00	10/30-11/02	4	1	4	\$1,000.00	
	Buyline Comment: FALLON											
	57	TU-F	135A-205A	CARSON	:30	\$175.00	10/30-11/02	3	1	3	\$525.00	
	Buyline Comment: CARSON											
	58	M	135A-205A	CARSON	:30	\$175.00	11/05-11/05	1	1	1	\$175.00	
	Buyline Comment: CARSON											
	59	SA	1130P-1A	SNL	:30	\$1,400.00	11/03-11/03	1	1	1	\$1,400.00	
	Buyline Comment: SNL											
	60	SA	1135P-1205A	SPORTS NIGHT	:30	\$400.00	11/03-11/03	1	1	1	\$400.00	
	Buyline Comment: SPORTS NIGHT											
	62	W	10P-11P	CH FIRE	:30	\$3,200.00	10/31-10/31	1	1	1	\$3,200.00	
	Buyline Comment: CH FIRE											

---REPORT TOTALS---

Report Totals: 138 / \$109,950.00

---SALES MONTHLY TOTALS---

Nov 12: 138 / \$109,950.00
 Sales Totals: 138 / \$109,950.00
 Station Totals: 138 / \$109,950.00

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 Buyer MAURA GILROY Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$333,182	CATV 0%	KBLR 0%	KINC 0%	KLAS 29%	KSNV 33%
		KTNV 18%	KTUD 1%	KVCW 2%	KVMY 0%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE